

MEMORANDUM

TO: Station Manager

From: College Radio Corporation

Re: United States Air Force Account

1.) The attached letter was prepared primarily for the eyes of the Air Force, to show that COLLEGE RADIO is doing its best to cooperate with them on their recruiting program.

2.) The Air Force is not in a position to buy time on COLLEGE RADIO this Spring; however, we have been told that there is an excellent possibility that they will buy programs on COLLEGE RADIO starting next fall. In the meantime, they have asked college stations to donate a certain amount of free time and promotional work this Spring.

3.) Ordinarily, we do not believe in asking you to give free time for anyone, but we feel that this is an excellent opportunity to help out a sponsor who has spent money in COLLEGE RADIO in the past, and who will undoubtedly spend money again soon.

4.) The advertising agency that handles the Air Force account has asked us to accumulate material from stations, on station letterheads, attesting to:

- a.) Interviews with Air Force recruiting teams which may visit the campus;
- b.) Distribution of recruiting posters;
- c.) Broadcast of 10 to 60 second spot announcements.

5.) The material sent from the stations to us and thru us to the agency will be placed in a portfolio and submitted to the Air Force. Their decision as to how much time will be bought in the future will be based on this report.

6.) The requested campaign will be a short one, easy to accomplish. A short announcement or two a day for a week or ten days will go a long way to demonstrate your cooperativeness. STATIONS COOPERATING THIS SPRING WILL BE THE ONES MOST LIKELY TO BENEFIT NEXT FALL WHEN THE AIR FORCE MAKES ITS DECISION.

7.) Please watch for commercial and promotional material which will be sent soon. When it arrives, we hope you'll want to take the few easy steps which will mean so much in furthering our chances of signing the Air Force as a paying sponsor next fall.

Sales Department
COLLEGE RADIO CORPORATION

MEMORANDUM

To: Station Manager

From: College Radio Corporation

Re: United States Air Force Account

1. The attached letter was prepared primarily for the eyes of the Air Force. It shows that COLLEGE RADIO is doing its best to cooperate with them in their recruiting program.

2. The Air Force is not in a position to buy time on COLLEGE RADIO this spring; however, we have been told that there is an excellent possibility that they will buy program on COLLEGE RADIO starting next fall. In the meantime, they have asked college stations to donate a certain amount of their time and broadcast work this spring.

3. Certainly, we do not believe in asking you to give time to the Air Force, but we feel that this is an excellent opportunity to help out a sponsor who has spent money in COLLEGE RADIO in the past, and who will undoubtedly spend money again soon.

4. The suggested agency that handles the Air Force account has asked us to determine whether from stations, to station representatives, etc.

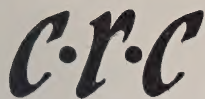
- a. Interview with Air Force representative
- b. Form which may visit the agency
- c. Data sheet on recruiting program
- d. Amount of 10 to 20 second spots
- e. Miscellaneous

5. The material sent from the station to the Air Force as to the agency will be placed in a portfolio and submitted to the Air Force. Their decision as to how much time will be bought in the future will be based on this report.

6. The suggested campaign will be a short one, say 10 seconds. A short announcement on the 10 second spot can have all the time we want to demonstrate your cooperation. STATION COOPERATING WITH AIR FORCE MEANS THE ONLY WAY TO REACH THE AIR FORCE IS THROUGH THE STATION.

7. Please watch for commercial and promotional material which will be sent soon. When it arrives, we hope you'll want to take the few easy steps which will mean as much in furthering our chance of signing the Air Force as a paying sponsor next fall.

Very Respectfully,
COLLEGE RADIO CORPORATION



COLLEGE RADIO CORPORATION

545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865

April 5, 1954

Station Manager
College Radio Stations

Dear Station Manager:

As you may remember, the United States Air Force placed several thousand dollars worth of spot time on COLLEGE RADIO late last Spring to advertise their Air Cadet recruiting program.

Most of the commercial stations in the country donate a considerable amount of free time for public service purposes. The AIR FORCE falls in this category, and we would like to urge your cooperation in fulfilling the three part program outlined below:

- 1) Use of spot commercials (ranging from ten seconds to one minute) during April and May.
- 2) Distribution of AIR FORCE recruiting posters in strategic locations around your campus (e.g. Gymnasium or drill hall bulletin board, student union bulletin board, main dormitory units, etc.)
- 3) Cooperation with AIR FORCE recruiting teams when they arrive on your campus. (It is possible that you may want to interview them on one of your regular programs.)

We sincerely urge your cooperation in this worthwhile effort to bring AIR FORCE opportunities to the attention of college seniors. As you know, the AIR FORCE is the most rapidly expanding service at present, and is in need of trained college men for their Air Cadet program, and for our country's defense.

Very truly yours,

COLLEGE RADIO CORPORATION

Robert R. Vance, Jr.

Robert R. Vance, Jr.

P. S. Posters and commercial copy will be forwarded to you in a few days. Thank you for your cooperation.

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